

City of Anaheim
The Canyon Specific Plan

1. APPLICATION

Applicant (Agency & address – including zip) City of Anaheim Anaheim Planning Department 200 South Anaheim Boulevard, Suite 162 Anaheim, CA 92805		Proposed Date of Completion: July 2012															
<div style="text-align: right; margin-right: 20px;">Check one</div> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>City</td><td style="text-align: center;">X</td></tr> <tr><td>County</td><td></td></tr> <tr><td>MPO</td><td></td></tr> <tr><td>COG</td><td></td></tr> <tr><td>RTPA</td><td></td></tr> <tr><td>JPA</td><td></td></tr> <tr><td>Joint Proposal</td><td></td></tr> </table>		City	X	County		MPO		COG		RTPA		JPA		Joint Proposal		Grant Amount Requested: \$334,850	
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RTPA																	
JPA																	
Joint Proposal																	
If Joint Proposal, list participating entities/ contact person:																	
Lead Applicant's Name: City of Anaheim																	
Title of Proposal (summarize the deliverable to be funded by this grant) The Canyon Specific Plan																	
Applicant's Representative Authorized in Resolution Name: Sheri Vander Dussen Title: Planning Director Phone: (714) 765-5010 Email: svanderdussen@anaheim.net		Person with Day to Day Responsibility for Plan (if different from Authorized Representative) Name: Jonathan Borrego Title: Principal Planner Phone: 714-765-5016 Email: jborrego@anaheim.net															
<i>Check all of the following that are incorporated or applicable to the proposal:</i>																	
Focus Area		Program Objectives															
X	Focus Area #1		Applying for 20% EDC set aside														
	Focus Area #2																
	Focus Area #3	X	Improve air and water quality														
Eligibility Requirements (mandatory)		X	Promote public health														
X	Consistent with State Planning Priorities	X	Promote equity														
X	Reduces GHG emissions on a permanent basis	X	Increase affordable housing														
X	Collaboration requirement	X	Increase infill and compact development														
Priority Considerations		X	Revitalize urban and community centers														
X	Demonstrates collaboration & community involvement	X	Protect natural resources and agricultural lands														
X	Addresses climate change impacts	X	Reduce automobile usage and fuel consumption														
X	Serves as best practices	X	Improve infrastructure systems														
X	Leverages additional resources	X	Promote water conservation														
X	Serves an economically disadvantaged community	X	Promote energy efficiency and conservation														
	Serves a severely disadvantaged community	X	Strengthen the economy														
I certify that the information contained in this plan application, including required attachments, is complete and accurate																	
Signature: _____ <div style="display: flex; justify-content: space-between; margin-top: 5px;"> Applicant's Authorized Representative as shown in Resolution Date </div>																	
Print Name and Title: Sheri Vander Dussen, Planning Director																	

2. PROPOSAL SUMMARY STATEMENT

The City of Anaheim (population 348,467) requests Sustainable Communities Planning Grant and Incentives Program funds to update The Canyon Specific Plan (Plan). The current Plan is 15 years old and does not adequately address the area's evolving business environment in the context of Statewide goals to reduce greenhouse gas (GHG) emissions. Updating the Plan will allow the City to transform an aging business complex into a Green Manufacturing and Business Zone through a variety of land use strategies and incentives, thereby supporting the intent of Focus Area #1: Local Sustainable Planning. The Plan will include strategies that address all 12 objectives of SGC's grant program. In addition, the strategies will support the State's AB 32 GHG emission reduction targets and will become a model for the effective implementation of SB 375. Among the strategies to be included in the Plan are:

- Removing obsolete zoning restrictions, streamlining review processes, and investing in infrastructure improvements, to support infill development and urban revitalization.
- Using City incentives, including fee reductions, technical assistance, and fast track permitting processes, to encourage the use of Green building standards and to attract Green industry.
- Encouraging additional transit-oriented development and improving connectivity between the Canyon Metrolink Station and an adjacent employment center.
- Developing a native or California friendly plant palette that includes shade trees to combat urban heat island effects, reduce water consumption, and enhance the pedestrian environment.
- Improving water quality while reducing consumption by encouraging use of permeable pavements and bioswales, stormwater drain bypass systems, and water efficient irrigation systems.
- Increasing access to public and non-motorized transit options to promote health, equity, and affordability while improving mobility.
- Increasing connectivity to the adjacent Santa Ana River Trail.

The Canyon is a four square-mile business manufacturing zone that was once home to a booming Aerospace and Defense (A&D) industry that has now become almost nonexistent in the area. It is the second largest industrial center in Orange County and home to 32 percent of the City's jobs. However, aging infrastructure, vacant and obsolete building space, and overly complex planning and zoning requirements discourage businesses from moving to or expanding within The Canyon. Instead, businesses increasingly opt to move operations to new developments in distant suburbs or out of State.

In an effort to help the area re-emerge as a premier business center, the City has embarked on an economic development strategy for the area. The key element of this strategy is to promote The Canyon as a "Green Zone," with a comprehensive package of programs and policies to encourage development of a unique, eco-friendly business area. This new identity will help the City attract eco-sensitive companies, entrepreneurs, and corporations eager to adopt Green principles. An update to The Canyon Specific Plan is an important component of this strategy and will have a tremendous long term impact on the reduction of GHG emissions through the promotion of infill development, energy efficiency, and mobility enhancements within a major business manufacturing center within Orange County. Using the strategies listed above, among others, the Plan will increase developer flexibility in repurposing older industrial space to accommodate 21st Century jobs, and will result in the emergence of The Canyon as a sustainable and economically successful Green business community.

The total estimated project cost is \$595,500, with \$334,850 (56%) being requested in State grant funds and \$260,650 (44%) contributed by the City as a match. The planning process is expected to take 18 months with a projected close out date of July 2012. The City has extensive experience managing similar planning projects and is confident the project will be completed on-time and within budget.

3. PROPOSAL DESCRIPTION

STEP 1: THRESHOLD REQUIREMENTS

1. Consistent with the State's Planning Priorities

1a. Updating The Canyon Specific Plan (Plan) will alleviate significant barriers to infill development and will promote the *reuse and redevelopment of existing vacant and underutilized business and manufacturing property*. A revised Plan will allow Planning Department staff to create incentives that will serve to streamline the infill development process. Such incentives will include an expedited review process for "Green" buildings and uses. This approach will reduce unnecessary delays and costs incurred by developers and encourage businesses to expand or move to The Canyon. It also will result in a cohesive plan for addressing the area's aging infrastructure and improving access to public transportation options, including a pedestrian bridge to the Anaheim Canyon Metrolink Station, access points for the Santa Ana River Trail, and California friendly landscaping standards for the entire community, as well as standards for road improvements, medians, sidewalks, and parking lots that encourage use of permeable surfaces, bioswales, and stormwater drain bypass systems.

The Canyon was once known as the center of the region's Aerospace and Defense (A&D) industry, with its anchor tenant (Autonetics/Boeing) at one point employing close to 30,000 people and utilizing 2.5 million square feet of building space. With the exodus of the industry, The Canyon was left with vast amounts of empty office space and an aging infrastructure system. The updated Specific Plan will provide the roadmap for revitalizing this important urban core while reducing GHG emissions.

1b. While much of The Canyon consists of built-out business and manufacturing space, it is located adjacent to the Santa Ana River Trail. The Santa Ana River Trail connects Orange, San Bernardino, and Riverside counties through 110 miles of trails leading from the mountains to the ocean. Despite close proximity, residents and employees of The Canyon have limited access to the trail because of railroad tracks, freeways, and busy roadways that intersect the area. The proposed Plan will allow the City to work with stakeholders including residents, employers, and the Santa Ana River Parkway Alliance to develop additional access points to the trail, allowing residents and employees to enjoy and preserve this important natural and recreational resource. In addition, The Canyon is adjacent to Orange County Water District's groundwater retention basins (small holding ponds/man-made lakes). The Plan will explore expanding access to these features as passive recreational amenities. Finally, by promoting infill development, the City is protecting natural/ recreational resources that might otherwise be consumed by businesses moving operations to undeveloped land in outlying communities.

1c. The Specific Plan will ensure efficient development patterns. By the nature of The Canyon's built-out environment, any new development will use land efficiently and will be built adjacent to existing developed areas. In addition, new and expanding businesses will have direct access to an existing Metrolink commuter rail station, extensive public utilities, an extensive surface transportation network, and a variety of services. Existing and planned transit-oriented, mixed-use developments are currently pursuing LEED certification in the area. The City will use the Plan to encourage additional Green redevelopment – providing incentives through Anaheim Public Utilities (the City-owned and operated water and electric utility company) for companies engaging in energy/water efficient practices.

2. Reduce Greenhouse Gas Emissions

2a. California's Global Warming Solutions Act of 2006

i. The Canyon Specific Plan will result in a reduction in Greenhouse Gas (GHG) emissions by:

- Reducing the number of vehicle miles traveled (VMT) by: 1) improving linkages to, and promoting the use of, public transportation; and 2) supporting an efficient, compact development;

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- Encouraging LEED certified/Green redevelopment efforts (the average LEED building uses 32% less energy than standard buildings, eliminating 350 metric tons of GHG emissions each year); and
- Promoting the adoption of policies and incentives that encourage infill development.

The Plan will be developed using the City of Anaheim's "General Plan: Goals and Policies Related to Emissions" (2004) as a foundation. These goals and policies will help the City meet **and exceed** mandates established in AB 32 and include the following measures specifically targeting The Canyon:

- Intensify land uses in close proximity to the Metrolink Station.
- Intensify uses in proximity to La Palma Avenue bus stops (a future enhanced bus system route).
- Improve pedestrian mobility through the addition of sidewalks.
- Improve landscaping along the Santa Ana River and adjacent groundwater retention basins.
- Ensure quality development through Zoning Code development standards and the Community Design Element policies and guidelines.

ii. The City intends to achieve measurable decreases in 8-hour Ozone levels and fine particulate matter (PM_{2.5}), which are most directly correlated to GHG emissions, as a result of the implementation of the Plan (see Section 4C). The planning process will allow the City to further develop these indicators and methods of measurement. In addition, the City will utilize tools being developed by the Southern California Association of Governments (SCAG), as part of its 2012 Regional Transportation Plan, which will allow the City to input land use data and identify reductions in vehicle emissions achieved through infill development.

2b. Regional Plan

i. The proposed Specific Plan is consistent with the SCAG's *2008 Regional Transportation Plan (2008 RTP): Making the Connections* (<http://www.scag.ca.gov/rtp2008/>), and the principles of SCAG's *Compass Blueprint* (<http://www.compassblueprint.org/about/principles>), as well as the intent of Orange County's Sustainable Communities Strategy, which is under preparation.

ii. The City is committed to developing a Specific Plan that meets the GHG reduction strategies of the *2008 RTP* and the *Compass Blueprint*, which include:

- **Supporting Transit-Oriented Development (TOD):** One TOD was recently completed in The Canyon and another is in the planning stages. The revised Plan will contribute to the success of TODs by improving access to nearby transit and capitalizing on new infill TOD opportunities.
- **Planning Housing and Job Development near Transit:** The Plan will focus on increased opportunities for infill development of housing, mixed-use, and manufacturing and businesses, all of which will have convenient access to the Anaheim Canyon Metrolink Station.
- **Pedestrian-Friendly Environments and Compact Development Patterns.** The Plan will address development of a sidewalk network (currently lacking), pedestrian-oriented landscaping improvements and other facilities (e.g., pedestrian bridge to Canyon Metrolink Station and enhanced river trail access). It will support infill development by reducing unnecessary planning restrictions and streamlining the development process.
- **Increasing Non-Motorized Transportation.** The Plan will also address additional bicycle routes, including Class I and II bike lanes, access to the Santa Ana River Trail, and public bike facilities (bike racks or storage options) near The Canyon Metrolink Station and other public areas.

3. Collaboration Requirement

Section 6 contains a letter from SCAG stating that the City's proposal to update The Canyon Specific Plan is aligned with the goals and objectives of SCAG's *2008 RTP* and *Compass Blueprint*. In addition, the City

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will collaborate with other agencies/organizations, through the development of a Canyon Specific Plan stakeholder committee, to ensure the end product benefits from the expertise of stakeholders committed to sustainable, healthier communities. Members of the committee may include the South Coast Air Quality Management District, OCTA, the Santa Ana River Trail Alliance, Trails 4 All, Kaiser Permanente, the Chamber of Commerce, and area businesses and developers (see Section 6).

STEP 2: PROGRAM OBJECTIVES

A. EDC Set Aside Applications: NOT APPLICABLE. The City is not applying under the 20% EDC set-aside.

B. Improve Air and Water Quality

Air Quality

1. Strategies: The Canyon Specific Plan will decrease ozone levels and particulate matter by promoting reduced automobile use, supporting the use of Green building standards, and combating urban heat island effects. These strategies are identified in the Work Plan as items 7-9, 11-15, and 17-18.

The City of Anaheim is located in an area that exceeds the federal 8-hour ozone level standard more frequently than any other location in the U.S. Car emissions are one of the largest contributors to poor air quality, with the average automobile producing 5.5 metric tons of carbon dioxide equivalent each year. In order to reduce automobile traffic and improve air quality, The Canyon Specific Plan will:

- Improve access to the Anaheim Canyon Metrolink Station and bus routes via a pedestrian bridge linking a major employment hub (including a new Kaiser Permanente hospital campus).
- Encourage live/work and mixed-use, transit-oriented development near the existing Canyon Metrolink Station and incentivize Green buildings and uses.
- Increase non-motorized transit, by improving sidewalks and bike lanes, increasing access to area trails, and developing other pedestrian and bicycle facilities.

The City also intends to use The Canyon Specific Plan to promote the use of Green building standards. The average LEED certified building uses 32 percent less electricity than standard buildings, reducing GHG emissions by 350 metric tons each year. In order to encouraging the use of Green building standards, the new Specific Plan will allow the City to:

- Fast-track City permit applications for Green building projects.
- Conduct inter-departmental meetings with a potential developer to outline the City requirements and timeline (known as Jump Start meetings) to facilitate permit issuance, save time and money for businesses, and reduce delays.
- Promote the use of energy efficiency incentives to encourage replacement of less-efficient machinery, equipment, lighting, and plumbing.
- Reduce or waive certain City fees for Green building projects.

Finally, The Canyon Specific Plan will call for measures to reduce the urban heat island effect in order to reduce VOC or NOx by lowering the ambient temperature of this urban center, including:

- Using appropriate paving materials for new roads and sidewalks.
- Landscaping the public areas and medians with shade trees.
- Promoting the use of lighter colored roofs when appropriate.

During the development of The Canyon Specific Plan, the City will investigate best practices, consult with air quality control experts, and participate in regional planning efforts to ensure that the Specific Plan incorporates the most advanced and consistent strategies to reducing GHG emissions.

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2. Indicators: 1) Decrease ozone levels; 2) Decrease particulate matter; 3) Increase use of public and non-motorized transportation; and 4) Increase number of LEED certified buildings.

3. Consistent with State Implementation Plan: Like the South Coast Air Quality Management District's 2007 Air Quality Management Plan (AQMP), adopted as part of the State Implementation Plan, The Canyon Specific Plan will focus heavily on reducing emissions from automobiles. The Plan will be consistent with, and complementary to, the 2007 AQMP by promoting public and non-motorized transit, thereby reducing VMTs (and corresponding GHG emissions). In addition, the Plan will promote Green building standards, and measures to reduce the urban heat island effect.

Water Quality

1. Strategies: In order to improve water quality within The Canyon, the Plan will encourage the use of permeable pavements and bioswales by developers and as part of infrastructure improvements. These measures will ensure water runoff from rain or irrigation is captured and filtered before it returns to storm drains. These strategies are identified in the Work Plan as item 14.

2. Indicators: 1) Decrease in impaired water segments.

3. Consistent with Integrated Regional Water Management Plan (IRWMP): Because The Canyon is home to many manufacturing businesses, the Plan will require businesses to comply with the Water Quality Control Plan for the Santa Ana Region Basin (Region 8), which sets standards for monitoring/reporting on efforts to reduce source point pollutants.

C. Promote Public Health

1. Indicators: 1) Increase in physical activity (number of people using trails and bike lanes); 2) Increase in number of people utilizing public transportation; and 3) Increase in employment opportunities.

2. Strategies – Responds to Health Community Definition: The Plan will foster a healthy community by increasing access to natural/recreational amenities; improving non-motorized transit options; improving air, soil, and water quality; and creating a thriving business center that includes transit-oriented, infill development. The following strategies are identified in the Work Plan as items 9, 13, and 15-16.

Meets Basic Needs. The Plan will help The Canyon meet the needs of residents and employees by:

- Increasing the accessibility to, and safety of, public and non-motorized transit options.
- Increasing access to healthy foods by encouraging development of full service restaurants and cafes (fast food restaurants now dominate the project area's available food options).
- Promoting affordable, high quality, socially integrated and location-efficient housing through support for transit-oriented, mixed-use, and live-work developments.
- Supporting complete and livable communities through developing recreational opportunities (e.g., access to the Santa Ana River Trail) and developing a landscaping plan to beautify the area.

Quality, Sustainability of the Environment. The Plan will strive to improve air, soil, and water quality through increased use of public transit, permeable pavements, and bioswales. It will also lead to preserved natural/open spaces by encouraging infill development, increasing access to the Santa Ana River Trail, and exploring possibilities of increasing access to adjacent groundwater retention basins.

Adequate Levels of Economic, Social Development. By increasing infill development and encouraging Green business/manufacturing growth, The Canyon Specific Plan will encourage the growth of quality job opportunities. As the Plan is implemented, the City anticipates redevelopment of a thriving business and manufacturing community, served by accessible transit, with access to recreation and nature. High-quality mixed use development will ensure The Canyon is a safe and vibrant place to live and work.

3. Identification and Mitigation of Negative Health Consequences: The Canyon Specific Plan will be developed with input from experts in air/water quality, transportation, health, Green building standards, and business. A stakeholder committee of these industry professionals will share their knowledge to ensure public health co-benefits and potential adverse health consequences will be addressed throughout the planning process. For example, committee members will: 1) review proposed changes to zoning ordinances; 2) identify potential negative consequences; and 3) provide ideas on ways to mitigate or prevent those consequences that can be addressed through the Plan.

4. Coordination with Health Agency: The O.C. Health Care Agency (OCHCA) and Kaiser Permanente will be critical planning partners and invited to serve on the stakeholder committee (see Section 6, letter of support). Kaiser has committed \$7 million in leveraged funds to complete construction of a pedestrian bridge connecting the community to The Canyon Metrolink Station and to Kaiser's Healing Garden.

D. Promote Equity

1. Strategies: By promoting development of Green manufacturing and skilled job growth, and centering the job growth around transit access (the Anaheim Canyon Metrolink Station), the Plan will play a significant role in the City's efforts to promote equity (items 10-11 and 13 in the Work Plan).

The Plan will promote the development of Green technologies and manufacturing, an industry that is producing jobs at a higher rate than other technologies and has withstood the economic downturn (Green jobs grew by 5 percent while the State's total jobs decreased by 1 percent). The U.S. Conference of Mayors anticipates that the Green industry will contribute 500,000 new jobs within California over the next 20 years.¹ The Plan will encourage the growth of this emerging industry through:

- Providing access to financial incentives (fee reductions/rebate programs for Green developers).
- Updating zoning regulations originally intended to address traditional manufacturing operations, but now potentially impeding growth of emerging technologies and manufacturing processes.
- Fast-tracking City permit applications for Green buildings and businesses.
- Using Jump Start meetings to facilitate permit issuance and save time and money for businesses.
- Working with the Anaheim Workforce Investment Board to develop training opportunities for businesses within The Canyon.

Finally, improvements to The Canyon Metrolink Station will mean that all City residents (and those in surrounding communities) have access to job opportunities that develop within The Canyon. The Plan will incorporate the pedestrian bridge and other improvements to The Canyon Metrolink Station that are designed to improve access and safety. It will also include a master plan for improved bicycle and pedestrian connectivity throughout The Canyon, including access to recreational/nature opportunities.

2. Indicators: 1) Increased access to transportation; 2) Increased access to recreational and nature opportunities; 3) Increase in employment opportunities; and 4) Improved job quality.

3. Stakeholder Engagement. The planning process will engage a stakeholder committee of industry experts, including business and civic representatives from The Canyon. The City will also seek participation by members of the area's Neighborhood Council (an advisory group comprised of neighborhood stakeholders including two elected members), as well as representatives from the

¹ *Putting Renewables to Work: How Many Jobs Can the Clean Energy Industry Generate*, UC Berkeley, California, Center for Continuing Study of the California Economy; and *Many Shades of Green: Diversity and Distribution of California's Green Jobs, Next 10*; *U.S. Metro Economies: Current and Potential Green Jobs in the U.S. Economy*, U.S. Conference of Mayors.

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Anaheim Workforce Investment Board. Participation by these two groups will ensure that residents and workers voices are represented throughout the planning process. In addition, City staff will formally present the proposed Specific Plan to these groups prior to its adoption by the City Council.

E. Increases Housing Affordability

1. Strategies: The Plan will promote the development of mixed-use, live/work, and transit oriented housing, which will provide opportunities for residents to lower monthly living expenses by reducing the need for car ownership and expenses associated with long commutes. These options will increase the percentage of income that residents have to use on housing or other expenses, thereby increasing affordable housing opportunities. These strategies are identified in the Work Plan as items 8-9 and 13.

In August 2005, the Anaheim City Council adopted an Anaheim Affordable Housing Strategic Plan, which established a goal of 1,349 new affordable family rental housing units to be developed in the City over a four-year period. This initial goal was exceeded, and in October 2009, the City Council adopted a new four-year goal of 2,332 affordable units. In order to achieve this goal, the City offers several developer incentives and financing programs to encourage the development of affordable housing Citywide. These incentives will be made available to the developers of future residential projects within the area, which would facilitate the development of affordable housing.

2. Indicators: 1) Increase housing supply consistent with affordable housing production goals contained in the City's adopted Housing Element; 2) Decrease the number of owners or renters with housing costs greater than 35% of income; and 3) Increase the number of residents with access to alternative transit.

3. Consistent with RHNA: The City's efforts will be consistent with and complementary towards meeting the City's Regional Housing Needs Assessment (RHNA) goal by promoting an increase in housing supply and mix of housing types (e.g., development of transit-oriented, mixed-use, live/work housing), promoting infill development, and promoting improved connectivity between jobs and housing.

F. Promote Infill and Compact Development

1. Strategies: The City is seeking to update The Canyon Specific Plan to promote the redevelopment and reuse of property within the area. The Canyon is already the 2nd largest industrial area in Orange County, covering four square miles and housing 26.2 million square feet of building space. Occupancy rates within The Canyon have fallen dramatically over the last 20 years, as the A&D industry continues to downsize. The goal of the Plan is to open the area to a new breed of development: Green Industry. The City intends to address land use regulations that discourage businesses and manufacturers from engaging in redevelopment in the area and develop a plan for improving the aging infrastructure. By focusing on the growth of the Green industry and by supporting Green building standards, including LEED certified development, the City will further encourage infill development (a cornerstone of Green building). The following strategies are identified in the Work Plan as items 8-9, 17-18, and 20.

The City anticipates promoting infill and compact development by:

- Providing access to financial incentives, including fee reductions and rebate programs for developers using Green business practices.
- Removing outdated zoning regulations that were developed to address traditional manufacturing operations, thereby allowing Green industries to develop space more quickly and economically.
- "Fast-tracking" City permit applications for Green uses and buildings.
- Using Jump Start meetings to facilitate permit issuance and save time and money for businesses.

Proposed improvements to The Canyon Metrolink Station (e.g., pedestrian bridge and platform enhancements) will further the City's goal of facilitating infill development by supporting transit-

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oriented projects and creating powerful incentives for businesses to locate in the area. The Plan will encompass improved pedestrian/bicycle access to the Station and area businesses/job opportunities.

2. Indicators: 1) Increase the proportion of jobs and housing units within ½ mile of transit; 2) Decrease vacancy rate within The Canyon; and 3) Increase number of properties attaining LEED Certification.

G. Revitalize Urban and Community Centers

1. Strategies: The update of the Plan will remove barriers to the redevelopment of a once thriving industrial hub that has slowly lost its primary industries over the last two decades, and will allow the City to rebuild The Canyon as a center of Green industry and manufacturing. The following strategies are identified in the Work Plan as items 9-12, 18, and 21.

The revised Plan promotes the redevelopment of The Canyon as a transit-oriented, Green manufacturing hub by offering streamlined zoning regulations and incentives for Green industry or LEED-certified development. It will also encourage mixed-use developments and allow the City to address infrastructure needs, including access to public and non motorized transit and increased access to nature for residents and employees. For example, the Plan will allow the City to:

- Create a more accurate inventory of vacant or under-utilized properties to identify opportunities for improvement and redevelopment.
- Encourage revitalization of underutilized properties throughout the area.
- Encourage the utilization of Green Building Standards, in order to ensure sustainability and buildings aligned with the City's goal of developing the area as a Green Zone.
- Develop a plan for consistent landscaping treatments throughout the area's corridors while encouraging a native California plant palette to be used in public and private developments.
- Identify and promote access to the nearby open space features, including the Santa Ana River.
- Facilitate Green building construction, renovation, operation, and maintenance at local City-owned/operated facilities.
- Provide information and technical assistance for local architects, engineers, and developers interested in implementing the California Green Building Standards.

2. Indicators: 1) Reduce unemployment within The Canyon; 2) Increase redevelopment in urban area/core of the City; and 3) Increase use of Green Building Standards.

H. Protect Natural Resources and Agricultural Land

1. Strategies: The proposed Plan will protect natural resources by encouraging infill development, as well as by nurturing the community's relationship to the natural environment, through improved access to the Santa Ana River Trail. Opportunities to increase public access to adjacent groundwater retention basins that are owned by the Orange County Water District will also be explored. These strategies are identified in the Work Plan as items 9-13, and 15.

While much of the four square-mile Canyon area consists of built-up commercial and manufacturing space, there are still many opportunities for the redevelopment of existing industrial sites and the re-use of existing structures. More than one million square feet of building space sits empty or idle in The Canyon. Streamlining the development process by minimizing the need for discretionary reviews by the Planning Commission or City Council will encourage businesses to repurpose existing sites and structures, rather than moving to cities and counties located far from the urban core. The Canyon Specific Plan will ensure new infill development is environmentally responsible, well-planned, and focused on Green building standards by creating a package of incentives that will make such development an attractive option for the local business community.

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The City will use the Plan to increase access to and appreciation of the natural environment through:

- Improving access to the Santa Ana River Trail (a 110-mile trail system leading from the mountains of eastern Riverside County, through San Bernardino and Orange County to the ocean).
- Improving public access to the groundwater retention basins scattered throughout the area. The basins are a series of man-made lakes/holding ponds throughout The Canyon and the Plan will explore expanding access to these features which may serve as passive recreational amenities.
- Partnering with Kaiser Permanente to increase awareness of and access to the hospital's "healing garden," designed to encourage calmness and well being for area residents and employees.
- Developing a comprehensive landscaping and open space plan to unify the area through cohesive landscaping for the area's corridors and expanded access to surrounding natural amenities.

2. Indicators: 1) Increase employees/residents using the Santa Ana River Trail; 2) Increase infill development; and 3) Increase amount of public space landscaped with native California plants and shade trees.

3. Consistent with State Plans: The City will use the planning process to ensure that the update of the Plan remains aligned with the goals of the California Environmental Quality Act, the California Wildlife Action Plan, the County's Natural Community Conservation Plan (NCCP), and the Surface Mining and Reclamation Act (SMARA). For example, the City will verify through the Wildlife Species Matrix that the proposed Plan will not impact species identified as "at-risk." At the time of this proposal, the City is not within the area identified as part of NCCP's conservation effort, nor is it within the designated areas or areas of future designation identified by the Department of Conservation as part of the SMARA.

I. Reduce Automobile Use and Fuel Consumption

1. Strategies: The Plan will reduce automobile use and fuel consumption by encouraging use of public and non motorized transit, supporting mixed-use, live/work developments, and promoting infill development. These strategies are identified in the Work Plan as items 9, 13, and 16.

The presence of The Canyon Metrolink Station within the planning area is the critical component of the City's efforts to reduce auto use. Metrolink will provide Canyon residents and employees with convenient access to other parts of the City, County, and State. The Canyon Metrolink Station will also provide riders with direct access to the Anaheim Regional Transportation Intermodal Center (ARTIC) – scheduled to open in 2013 as the transportation hub for Orange County and the region. The City will promote the use of public transportation and non motorized transportation by:

- Completing a pedestrian bridge from The Canyon Metrolink Station to a nearby employment hub.
- Making safety and aesthetic improvements to the station.
- Increasing access to the Santa Ana River Trail.
- Developing a Plan to increase pedestrian and bicycle facilities throughout The Canyon region.

In addition, through changes in zoning ordinances and easing Planning Department restrictions to support mixed-use developments, employee amenities (e.g., banks and restaurants), live/work environments, and infill development, fewer residents and employees will have a need to use their car to reach jobs or area restaurants, stores, and services from their home or place of employment. The Plan will allow the City to transform the industrial area into a more walkable and vibrant community.

2. Indicators: 1) Increase transit ridership; 2) Increase pedestrian activity; and 3) Decrease VMT.

3. Consistent with California Transportation Plan: The Canyon Specific Plan will align with the California Transportation Plan, the RTP, and local/regional plans to reduce automobile usage, increase the use of public transit, and increase access to multimodal interregional transportation systems.

J. Improve Infrastructure Systems

1. Strategies: In order to attract and retain businesses, and thereby increase infill development within The Canyon, the updated Specific Plan will address the area's aging infrastructure and develop a comprehensive plan for: improving roadways and pedestrian and bicycle facilities throughout the area; improving the area's streetscape while promoting the use of native California landscaping; identifying and providing access routes to recreational and natural resources; and increasing access to public transportation. These strategies are identified in the Work Plan as items 13-16, and 22.

Many of the roadways, sidewalks, and bikelanes within The Canyon are in need of improvement, and many pathways have yet to be built. The updated Plan will allow the City to identify a systematic approach for developing new routes and making the improvements to existing paths (including upgrading materials to improve accessibility, mobility, and sustainability). This connectivity component will encourage the use of permeable pavements, while enhancing safety for pedestrians and bicyclists.

The Plan will incorporate a California friendly plant palette City and private developer use. The palette will ensure landscaping efforts minimize water consumption and improve the aesthetic appeal of The Canyon. The City will encourage use of shade trees, through the Anaheim Public Utility's (APU) TreePower program, which provides free trees and landscaping advice to businesses and residents in order reduce urban heat island effects. The Plan will identify opportunities throughout The Canyon for additional Green space, including pocket parks or access to nature through the Santa Ana River Trail and Orange County Water District facilities. Such open space can serve as a valuable amenity to local residents and employees who have no area to recreate. Finally, by improving access to transit options through construction of a pedestrian bridge and improvements to The Canyon Metrolink Station, the City will create a sustainable infrastructure that appeals to business owners, employees, and residents.

2. Indicators: 1) Decrease VMTs; 2) Increase transit use; and 3) Increase park acreage.

K. Promote Water Conservation

1. Strategies: The Plan will incorporate several strategies to promote water conservation, including adopting a native or California friendly plant palette, promoting the use of stormwater drain bypass systems, utilizing water efficient irrigation systems, and encouraging the development of LEED certified buildings. These strategies are identified in the Work Plan as items 9 and 14-16.

As a result of the implementation of the Plan, the City will engage in infrastructure improvements to roadways, sidewalks, bikelanes, and other streetscape projects throughout the area. The Plan will provide guidance on the plant palette these improvement projects should incorporate, resulting in the use of drought tolerant plants, shrubs, and trees. Private developers will also be called upon to utilize the plant palette. The Plan will promote stormwater drain bypass systems to capture and reuse run-off. Anaheim Public Utilities (APU), the City's water provider, monitors irrigation of public spaces and will use technologies such as rotary head sprinklers and ET controllers to ensure the City is immediately alerted to leaks and weather changes. The Plan will encourage use of similar controls by developers.

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Promoting development using Green building standards, and particularly encouraging LEED certified development, will also result in a substantial water savings. One case study indicates that a LEED-certified building consumes 68% less water than a standard building of the same size and occupancy.²

2. Indicators: 1) Decrease in residential water usage in comparison to Citywide average; 2) Decrease in water usage to irrigate public spaces; 3) Decrease in water usage for office and manufacturing uses; and 4) Increase in the capture and use of stormwater runoff for irrigation purposes.

3. Consistent with State's 20x2010 Plan: The City of Anaheim is committed to water conservation, as evidenced by the many rebate and incentive programs offered by the APU. With dramatic reductions anticipated in public water usage (through efficient irrigation and landscaping), as well as the promotion of LEED certified development, the City anticipates that developments with The Canyon Specific Plan area will well-exceed the State's goal of 20 percent reduced per capita water consumption.

4. Consistent with IRWMP: The Plan is also aligned with the goals of the Metropolitan Water District's 2010 Regional Urban Water Management Plan (draft) and the Anaheim Urban Water Management Plan.

L. Promote Energy Efficiency and Conservation

1. Strategies: By encouraging the use of Green building standards and practices in new developments within the area and promoting APU's energy saving incentives, the Plan will significantly reduce energy consumption (see items 9, 12, 14, and 17-18 of the Work Plan).³ In order to promote Green and sustainable building practices, the Plan will:

- Fast-track City permit applications for projects implementing energy efficient upgrades.
- Promote Jump Start meetings to facilitate permit issuance, save time and money for businesses.
- Encourage use of energy incentives to replace inefficient equipment, lighting, or plumbing.
- Reduce or waive City fees for projects to upgrade properties.
- Encourage utilization of alternative energy sources (e.g., solar) as another means of conservation.

2. Indicators: 1) Decrease in residential energy consumption; 2) Decrease in business and manufacturing energy consumption; 3) Increase in use of alternative energy sources (solar); and 4) Increase in number of LEED certified buildings.

M. Strengthen the Economy

1. Strategies: One of the primary objectives in updating the Plan is to increase the economic vitality of this important manufacturing and business center. The City will achieve this objective by attracting new businesses and encouraging existing business to grow, which will occur as a result of:

- Removing obstacles hindering redevelopment, e.g.: 1) Expediting permits for businesses relocating or expanding in the area; 2) Easing zoning restrictions to reduce discretionary public hearings, increase certainty for developers, and reducing development costs.
- Improving of the area's infrastructure, including: 1) Roadways, sidewalks, and bikelanes; 2) Access to public transportation; and 3) Access to natural open spaces.

The Plan will also promote the area as a Green Zone, encouraging LEED-certified development and creating a sustainable environment by following Green building standards and principles in City projects and improvements. These strategies will help to encourage the attraction and development of Green jobs and new Green businesses and manufacturers as the need for Green services and good grows.

² Carpenter, S., "Do Green Buildings Really Save Water, *Building*, June 2009.

³ According to the U.S. Green Building Council, the average LEED certified building uses 32% less electricity.

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The Canyon has already begun to emerge as a Green manufacturing center. For example, the 6.3-acre Canyon Point industrial project is the only LEED-certified “spec industrial” development of its kind in the County. The project developer is seeking additional development opportunities in the area, due to the high market demand for Green buildings. Building desirable space will strengthen the local economy by increasing land values and local employment figures. The Plan will assist The Canyon in its emergence as a model for sustainable revitalization, as well as a cutting edge business and manufacturing center.

2. Indicators: 1) Increase in the number of Green jobs; 2) Increase in net business formation; 3) Decrease in the amount of vacant office space; and 4) Decrease in unemployment.

STEP 3: PRIORITY CONSIDERATIONS

1. Collaboration: The Canyon Specific Plan will be a collaborative document, with input obtained throughout the process from an expert stakeholder committee. The City will seek input from the committee to ensure that each of the objectives outlined as part of a sustainable community are addressed through the Plan. Section 6 contains letters of support from many organizations that will be invited to participate on the committee. In addition to seeking community representation on the committee, the City will reach out to the community through the East Anaheim Neighborhood Council, to ensure community feedback is received and addressed in the final Plan.

2. Sustainable Models and Products: The Canyon Specific Plan will serve as a best practice for other communities seeking to revitalize an urban core as a sustainable community. By focusing on an aging industrial and manufacturing community, The Canyon Specific Plan has the potential to significantly impact GHG emissions, water conservation, and economic development. Once a manufacturing hub for the A&D industry, the Plan will help re-envision the area as the home of Green and clean manufacturing, environmentally responsible businesses, and efficient/sustainable infrastructure. The end product, a Specific Plan update, will be shared through the SGC and City websites. The City will promote the success of The Canyon through online resources, Planning periodicals, and Green and LEED conferences.

3. Leveraged Resources: The City anticipates leveraging \$260,650 to support the proposed project (see Section 4A). The City is primarily contributing in-kind staff hours from Planning Department staff and others. In addition, \$100,000 in funds are contributed through the Anaheim Redevelopment Agency. The updated Plan is also a critical component of the City’s work to obtain the State’s first ever Green Enterprise Zone designation. While this designation has not yet been attained, funds from the SGC have the potential to leverage untold sources of funding as The Canyon emerges as a cutting edge model of sustainability. Achieving Enterprise Zone designation will allow the City to implement many of the infrastructure improvements that will be identified in the Plan.

4. Climate Change Impacts: The City of Anaheim is located in an area that exceeds federal 8-hour ozone level standards more frequently than any other location in the U.S. In order to reduce emissions and meet the standards set forth in AB 32 and SB 375, the City must take drastic measure to address climate change impacts. The proposed update of the Plan focuses on two main contributors to GHG emissions: cars and buildings. By supporting TODs and increasing access to public transportation and non-motorized transit, the City will have a significant impact on reducing GHG emissions. Similarly, according to the U.S. Green Building Council, encouraging Green building will lead to the reduction of approximately 350 tons of GHG emissions by LEED certified buildings each year.

5. Economically Disadvantaged Community: The majority of The Canyon is built out with business and manufacturing uses. The pockets of residential areas, however, are economically disadvantaged. The Community Fact Finder Report (see Section 7) shows the average household earns \$34,206 – less than

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60% of the State's median household income. One-third of the population is living below the poverty level. The proposal to revise The Canyon Specific Plan leads to several outcomes that will specifically benefit this economically disadvantaged neighborhood. Primarily, implementation of the Plan will assist in attracting businesses, bringing much needed job opportunities. The Plan will result in neighborhood infrastructure improvements, providing residents with access to public transit options, bicycle/pedestrian facilities, and nature and recreational opportunities. Community members will be represented on the stakeholder committee by the Neighborhood Council and Anaheim WIB. The City will also host a public meeting in The Canyon to describe the Plan before the document is finalized.

Step 4: Organizational Capacity

1. Relevant Expertise: The City has completed numerous specific plans, including plans for which multi-agency coordination and public participation were critical elements. In 2004, the City completed a General Plan update which brought together a multiple agencies to work cooperatively on common goals. The Planning Department, who will lead the proposed Canyon Specific Plan effort, has led several other planning efforts of similar size, and involving similar levels of public/stakeholder input, including the Resort Specific Plan (a planning effort leading to the design and revitalization of the area encompassing the Convention Center, the Disneyland Resort, and hundreds of businesses) and the Platinum Triangle Master Land Use Plan (a guide for the development of a high density, mixed-use residential and office environment being developed in an occupied by aging industrial developments).

In addition, the City has demonstrated expertise in completing state-funded grant programs, including several Park Bond Acts grants to complete acquisition and land development projects, Safe Routes to Schools grant funding to complete pedestrian safety projects, and an Urban Drought Assistance grant to support efforts to replace lawns with artificial turf and native plants.

The Canyon Specific Plan effort will be led by Jonathan Borrego, a Principal Planner with more than 20 years experience in the City of Anaheim's Planning Department. Jonathan was the project manager for the City's 2004 comprehensive General Plan update program and has managed work efforts on the Anaheim Resort Specific Plan and the Northeast Area Specific Plan. In addition, the City will obtain the services of an experienced planning consultant to serve as the technical expert in the development of the Specific Plan. The consultant will have expertise with specific plans, sustainability issues, and access to resources about promoting GHG emissions reductions and water/energy conservation.

2. Active, Strong Partnerships: The project has support across all City Departments. In addition, the City will invite partner organizations to participate on a stakeholder committee, which will review draft plans and studies, and provide expertise on issues ranging from energy conservation to public health. The City will seek participation on the committee from Metrolink, AQMD, Kaiser Permanente, and area businesses and developers. Section 6 contains letters of support from potential committee members.

3. Managing Schedule and Budget: The project manager for The Canyon Specific Plan has more than 20 years experience managing similar efforts, and has a proven track record of delivering products on time and within budget. The project manager will conduct weekly reviews of the project timeline and budget to monitor progress, allowing him to quickly react to any challenges. In addition, a monthly staff meeting with key project team members will ensure no delays or additional charges are overlooked.

4. Contingency Plan: If the project goes over budget, the City will provide the additional in-kind support, funded through the City's general operating budget, needed to complete the project.

5. Workplan Implementation: Implementation is addressed in Task 34 of the Workplan (Section 4b).